

## **Finest retail light by Ansorg for South America's new attraction – Falabella opens a new shopping paradise in Santiago de Chile**

The stock exchange-listed retailer has celebrated the opening of its new flagship store and South America's largest department store: the Falabella Parque Arauco. Ansorg masterminded the innovative lighting concept for the 25,000 m<sup>2</sup> multibrand shopping gallery with retail space extending over four floors in Santiago de Chile. With 40 different experience worlds, an omnichannel strategy and a screen extending across all levels the new shopping paradise is designed to be a new landmark of international significance on the South American continent. The company drew inspiration for its new facility from some of the world's most prestigious department stores, including Harrods, KaDeWe, Galeries Lafayette and Bergdorf Goodman. In fact, Falabella spared no effort in the preparatory process, which involved a two-year-long shopping tour through 12 countries on four continents. On its travels it encountered innovative technologies and inspiring shop fittings.

To guarantee the exceptional presentation of its products with sales-promoting lighting concepts Falabella called upon its longstanding German partner and retail light expert, Ansorg. "We were tasked with developing a lighting concept that emphasises the individuality of a wide range of different brands and, at the same time, ensures coherency across all of the retail spaces," explained Ignacio Vicuña, Store Planning General Manager at Falabella. This impressive lighting concept was made possible by involving Ansorg in the project at a very early stage. "We experimented with colour temperatures to find the light that perfectly complemented the identities of each of the brands on display," explained Yvonne Frölich, Head of Lighting Design at Ansorg. The additional use of ambient light created soft transitions

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between the departments, as well as providing the overall level of brightness and welcoming atmosphere that Falabella had requested.

A sophisticated ceiling design combined with a holistic lighting concept guides customers through the different product groups without them even being aware of it. Ansorg achieved a consistent retail lighting design despite the heterogeneity of the ceiling structures – with their stacked and offset floating modules, integrated light wells, semi-open steel structures and completely open areas. Reflectors with various beam angles were deployed to create the basic light mood, interspersed with the accentuated illumination of product highlights. They were integrated in flexible and therefore almost infinitely rotatable and pivotable recessed and surface-mounted spotlights.

Falabella is currently in the process of obtaining LEED certification for the building's environmental performance from the international US Green Building Council organisation. For example, the lighting concept reduces energy consumption by 19 per cent. Ansorg was asked by Falabella to ensure that energy consumption for basic lighting remained below 17 watts/m<sup>2</sup>. The lighting experts achieved this by using reflector technology to efficiently guide the light for product accentuation. Ansorg measures this lighting efficiency with a practical performance indicator called Return of Light (ROL).

## Project information

Client:	Falabella Retail S.A.
Location:	Chile, Santiago de Chile
Area:	25,000 m <sup>2</sup>
Shop fitter:	Space Planning Int. S.A.: InStore S.A.
Lighting & light planning:	Ansorg

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Energy consumption: 16 watts/m<sup>2</sup>  
Luminaires: Punta PXR, Iqona IMM, Maxx MSD,  
Youzon YLC



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